



City of LaSalle

LaSalle County, Illinois

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GOVERNOR'S HOMETOWN AWARD

LaSalle Promotional & Advisory Committee (LPAC) Annual Community Events



Mayor Jeff Grove

Jerry Reynolds

Kelly Klobucher

Kara Garten

September 19, 2013



City of LaSalle *(pop. 9,600)*

- Located in the Illinois Valley, within LaSalle County, at the intersection of I-80 and I-39.
 - 130 miles northeast of Springfield
 - Part of the Ottawa-Streator Micropolitan Statistical Area
- Area covers 12 square miles; industrial activity comprises largest land use.
- We are a MAPPING community of the Illinois Institute for Rural Affairs (IIRA), *2011-2012*.





LaSalle Promotional & Advisory Committee (LPAC)

- Established by city ordinance in 1985.
- Revitalized in 2009 – new focus on family-oriented activities and strengthening downtown business district.
- Membership is voluntary, includes representation from:
 - City of LaSalle (e.g., Mayor, aldermen, staff)
 - Public Library and other local institutions
 - Religious organizations
 - Tourism and recreational groups
 - Non-profit organizations
 - Other community leaders





LaSalle Promotional & Advisory Committee (LPAC)

Mission Statement

The mission of the LaSalle Promotion and Advisory Council is to celebrate and promote the City of LaSalle – its people, resources and natural beauty and charm; to unite the residents, businesses and city officials of LaSalle to enhance our community.





LaSalle Promotional & Advisory Committee (LPAC)

Organizational Goals

1. To provide the city the opportunity to showcase the resources of the community and actively encourage the growth and development of the area to improve the local economy.
2. To facilitate teamwork among the business community, community leadership and the citizenry to help promote community pride and spirit.
3. To strengthen already successful events and to continue to expand the quality of the promotional endeavors so that they grow and keep pace with the times. Promotions must be allowed to continue to be a valuable marketing tool for the community.
4. To provide local citizenry the opportunity to develop leadership within LPAC and offer them greater opportunity for ownership of the events.
5. To promote tourism in the City of LaSalle as well as LaSalle County.



Do You
BELIEVE?



Project Summary

- LPAC hosts 4 events each year.
 - Many other cities hold just one annual event
 - Events are promoted at regional level
- Events have grown more successful each year.
 - Increased number of activities
 - Higher participation – community looks forward to these celebrations





Project Summary

Miracle on 1st Street *(December)*

- **Purpose:** To bring residents together downtown in celebration of the holiday season.
- **When:** First Saturday in December
- **Where:** Downtown business district
- **What:** Christmas-themed activities, including:
 - Breakfast with Santa
 - Free photos taken with Santa
 - Santa's workshop
 - Story-time at the LaSalle Public Library
 - Carriage and fire truck rides
 - Tree lighting
 - Open House at City Hall



Residents of LaSalle...

Do You Believe?

I, Jeff Grove, as Mayor of the City of La Salle, believe the following:

I BELIEVE the City of La Salle, my hometown, is unique and has the right to be proud of its past, present and future.

I BELIEVE in the spirit of giving . . . to our families, our neighbors, community and country.

I BELIEVE strong children and families are vital to our future.

I BELIEVE in the goodness of people.

I BELIEVE with hard work and dedication, any dream can be achieved.

I BELIEVE *each* resident can make a difference. Our individual talents can help build a city that shines above the rest.



Miracle on First Street, La Salle, December 1, 2012

Presented by La Salle Promotional & Advisory Committee

*Music downtown 8:00 a.m. – 4:00 p.m.

- ***Breakfast with Santa** – Lock 16 Visitor Center
8:00 Seating & 10:00 Seating (Call 815-223-1851 for reservations; \$7 children; \$10 adults)
- *9:00 a.m. – 5:00 p.m. – **Christmas Canal Market**, baked goods, Fine Arts and crafts
At Living Word Church of God, 159 Gooding Street
- *9:00 a.m. - Noon – **Santa's Workshop**, First and Marquette
Make your own craft. Bring a donation for the food pantry and get a free treat.
- *11:00 a.m. – 3:00 p.m. – **Free Picture with Santa at Santa's House**, First & Wright
Pick up photo at City Hall after 4:30 p.m.
- *9:00 a.m. – Noon – **Complimentary Hot Chocolate & Candy Canes**
At Dr. Wendy Sanders office, 641 First Street
- *9:30 a.m. – 1:00 p.m. – **Fire Truck Rides** at City Hall
- *11:30 a.m. – 2:00 p.m. – **Pictures w/Santa & Kids (10 & under) eat free**
At Arby's, 833 Third Street
- *11:00 a.m. – Noon – **Holiday Music Past & Present** w/pianist Deborah Wyndham,
At La Salle Public Library, 305 Marquette Street
- ***Holiday Tours**, Hegeler Carus Mansion, 1307 Seventh (\$5 children; \$7 adults; \$20 family
maximum, free children's gift) at Noon, 1:00 p.m., 2:00 p.m., & 3:00 p.m.
Evening tours also at 5:00 p.m., 6:00 p.m. & 7:00 p.m.
- *1:00 p.m. – 2:30 p.m. – **Christmas Movies** (Stage 212)
- *1:00 p.m. – 4:00 p.m. – **Bowling at The Gathering Place**, 1021 First Street (discounted price)
- *1:00 p.m. – 4:00 p.m. – **Carriage Rides**, First and Marquette
- *1:00 p.m. – 4:00 p.m. – **Santa's Workshop**, First and Marquette
- *1:00 p.m. – 4:00 p.m. – **Free S'mores by La Salle Firefighters** (Stage 212)
- *2:00 p.m. – 4:00 p.m. – **Christmas Bingo** at Lock 16 Visitor Center
- *2:00 p.m. – 4:00 p.m. – **Stories with Mrs. Claus**, at CYFS, 815 Second Street
- *4:00 p.m. – 4:30 p.m. – **A Walk with Santa** (from bowling alley to City Hall)
- *4:30 p.m. – **Tree Lighting** at City Hall
- *4:30 p.m. – 5:30 p.m. – **City Hall Open House**

Coming Next Year – Return of the La Salle Christmas Parade – start planning your float now







Project Summary

Irish Fun Day *(March)*

- **Purpose:** To bring residents together downtown in celebration of Irish heritage & culture.
- **When:** Saturday before St. Patrick's Day
- **Where:** Downtown business district
- **What:** Parade with floats sponsored by businesses/organizations. Other activities:
 - Restaurants offer discounts and special meals, including traditional Irish foods
 - Irish tales at the LaSalle Public Library and Hegeler Carus Mansion





Mayor Jeff Grove



City Clerk
Virginia Kochanowski
City Comptroller
Joanne Milby

LASALLE CITY ALDERMEN

1st Ward Aldermen

Diz Demes
James W. Bacidore

3rd Ward Aldermen

John Lavieri
John Duncan

2nd Ward Aldermen

Tom Ptak
Jerry Reynolds

4th Ward Aldermen

T. "Boo" Herndon
Mark Schneider







Project Summary

Celebrate LaSalle *(June)*

- **Purpose:** To celebrate our town and create a sense of pride in the community.
- **When:** 2nd week of June *(Thu & Fri nights, all day Sat & Sun)*
- **Where:** Hegeler Park *(1 mile north of downtown)*
- **What:** Family-oriented activities, including:
 - Local bands
 - Kids' games
 - Eating contest
 - Volleyball tournament
 - LaSalle Idol contest
 - BINGO
 - Car show
 - Food vendors











Project Summary

Our Hometown Halloween *(October)*

- **Purpose:** To create a safe and fun-filled event that brings out the child in everyone.
- **When:** Saturday before Halloween
- **Where:** Downtown business district
- **What:** Kid-friendly activities, including:
 - Costume parade with prizes for best costumes
 - Trick-or-treating at participating businesses
 - Dog costume judging
 - Kids' games
 - Outdoor hay maze
 - Ghost stories at Hegeler Carus Mansion



Join Us
Saturday, October 27th
for
Our Hometown
Halloween
in LaSalle



- 11:00am** Costume Parade Line up at Knights of Columbus parking lot, 209 Gooding Street.
- 11:30am** Judge Costumes: Costume parade and judging. Prizes for the Best Costume in Age Groups [0-1, 2-4, K-2nd grade, 3rd-5th grade, 6th-8th grade, Family/Group prize]. LaSalle Parks & Recreation will give a treat bag to all participants.
- Noon** Downtown Trick or Treating at participating businesses. Look for the bright orange pumpkin in the windows. Kids Games & Outdoor Maze at Knights of Columbus
- 1 pm** Dog Costume Judging at Fetching Frieda's
- 6 pm** Scary Stories for Kids at the Mansion
- 8 pm** Scary stories for Adults at the Mansion









Personal Testimony

And now, a few words from...

- **Jerry Reynolds**
 - LPAC Director
 - City of LaSalle
2nd Ward Alderman
- **Kelly Klobucher**
 - LPAC Member
 - Executive Director,
Hegeler Carus Foundation

We Believe in LaSalle!

[click here]





Results & Impact

- LPAC events have strengthened the City of LaSalle, and increased community pride by providing opportunities for:
 1. Volunteerism
 2. Civic engagement
 3. Economic development





Results & Impact

1. Volunteerism

- All events are planned and coordinated by volunteer committees
- Smaller events: committee members organize everything with help from local organizations and students who need service hours
- Larger events: committee members seek support from local businesses for sponsorship and volunteer shifts during the events



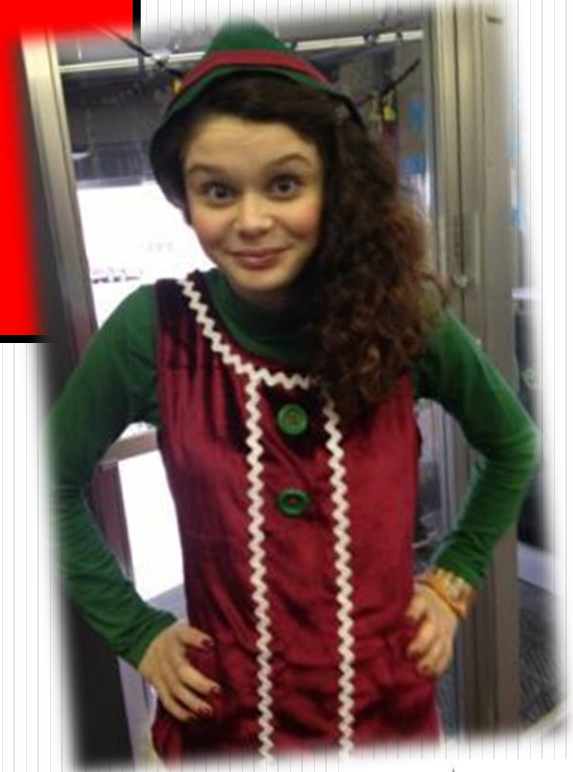


Results & Impact

1. Volunteerism *(cont.)*

Miracle on 1st Street

# Volunteers:	30–50
# LPAC Volunteer Hours:	100
Total # Volunteer Hours:	Innumerable!





Results & Impact

1. Volunteerism *(cont.)*

Irish Fun Day

# Volunteers:	15–20
# LPAC Volunteer Hours:	10
Total # Volunteer Hours:	Tons!





Results & Impact

1. Volunteerism *(cont.)*



Celebrate LaSalle

# Volunteers:	50–75
# LPAC Volunteer Hours:	200
Total # Volunteer Hours:	Too many to count!





Results & Impact

1. Volunteerism *(cont.)*



Hometown Halloween

# Volunteers:	20
# LPAC Volunteer Hours:	20
Total # Volunteer Hours:	A plethora!



Results & Impact

2. Civic Engagement

- 2012 exhibited largest attendance to date for each of the 4 events:

	<u># Attendees</u>
• Miracle on 1 st Street	750
• Irish Fun Day	1,200
• Celebrate LaSalle	2,000
• Our Hometown Halloween	750

- Plan to sustain events for next 4 years
- Emphasis will always be on 'family-oriented' activities





Residents & business owners are more engaged, and take pride in their community once again.



Results & Impact

3. Economic Development

- Revitalization of the downtown business district
 - More businesses moving downtown
 - Developers rehabilitating empty buildings into retail/commercial spaces
- Heightened awareness about local commercial offerings and services
- Increased patronage to stores, restaurants, and other businesses





New businesses that have
joined the downtown
district since 2009

Marien Mae Bridal

Skoog's Steak House

Little Fashion Ave

Mareta's Pasta & Deli

Tiers of Joy Bakery

Mr. J's *(coming soon)*

CNJ Style *(coming soon)*

Beck's Service Station *(coming soon)*



Resources

- City solicits sponsorship from local businesses
 - Letter sent to businesses at beginning of each year
 - Funds received help support all 4 events
- City pays for:
 - Law enforcement
 - Streets department
 - Advertising
 - Electricity





Income & Expenditures

Total # People Impacted	4,700
Total # Volunteers	140–170
# LPAC Volunteer Hours	450
Project Income	
Total Value Donated Materials	\$10,000
Total Value In-Kind Services	\$15,000
Private Funds Raised	\$2,500
Local Government Contribution	\$3,000
Grants	\$0
TOTAL	\$30,500
Project Expenditures	
Advertising	\$3,500
Celebrate LaSalle Entertainment	\$12,000
TOTAL	\$15,500





Income & Expenditures

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Project Income	
Total Value Donated Materials	\$10,000
Total Value In-Kind Services	\$15,000
Private Donations	\$2,500
Local Businesses	\$3,000
Grants	\$0
	\$30,500
Project Expenditures	
Advertising	\$3,500
Celebrations	\$12,000
	\$15,500
TOTAL	\$15,500

**This is just the number of
volunteer hours by LPAC members.**

**The total number of hours
contributed by all volunteers
would be impossible to quantify!**





Summary

Revitalization of LPAC has enabled the City of LaSalle to host 4 annual family-oriented events that:



- Provide opportunities for **volunteerism**
- Strengthen **civic engagement**
- Encourage **economic development**
- Demonstrate **pride** in our city
- Promote a **sense of community**





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THANK YOU!

